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ABSTRACT

Sections of the newspaper "USA Today" were compared with corresponding sections of four major newspapers--the "New York Times," the "Wall Street Journal," the "Los Angeles Herald Examiner," and the "Los Angeles Times"--to determine what editorial components made "USA Today" different and whether the paper would succeed. Judgment criteria included graphics and typography, advertising, editing, content relevance, sports, editorial pages, and reader reaction. A list of conclusions and recommendations for the "USA Today" editors was devised based on the analysis: (1) the front page is too crowded; (2) the technical reproduction aspect is outstanding; (3) one or two stories per issue should be covered in depth; (4) news receiving coverage should be significant; (5) the simple graphic strategies and the single approach to the opinion/editorial page is a strong asset and should be used as a selling point; (6) the use of bright, attractive colors and the extensive presentation of previews and statistics make the sports section a definite plus; (7) more coverage should be given to women's and less popular sports; (8) the "Life" section is low key and well-organized, appealing successfully to both sexes; (9) the paper's national circulation precludes entertainment listings, usually an important feature; and (10) the "Money" section needs the most improvement, including more in-depth reporting on world and national economic news, and strategic use of color. The study concluded that the paper needs an approach other than "news in a hurry for a nation in a hurry" if it is to succeed. (Appendixes contain correspondence and reference materials.) (HTH)

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USA TODAY:

COMPARATIVE ANALYSIS

Research Bulletin

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Seaver College
Pepperdine University
Malibu, California

Pepperdine University Affirms

That God is, and

That He is revealed uniquely in Christ.

That the educational process
cannot, with impunity, be
divorced from the divine process.

That the student, as a person of infinite dignity, is
the heart of the educational enterprise.

That the quality of student life
is a valid concern of the University.

That truth, having nothing to fear from investigation,
should be pursued relentlessly in every discipline.

That religious commitment, which is no excuse for mediocrity,
demands the highest standards of academic excellence.

That knowledge makes a claim calling,
in return, for a life of service.

USA Today: Comparative Analysis with Two National and Two Los Angeles Daily Newspapers

A Study By

The Journalism Advanced Editing Class

Seaver College of Pepperdine University

Winter 1983

Steve Ames, Ed.D.

Research Project Director

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Chief Student Research Coordinator

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FORWARD

As the 1982-83 school year passed from the fall to the winter trimester, a journalism advanced editing class began a 13-week venture which included a project initiated to combine work in the practical skills with a study of the theoretical aspects. It was one thing to deal with the principles and practice of publication editing, including copy and proofreading, headline and caption writing, photo editing, typography and page makeup. On the other hand, the course might be that much more relevant if the class members participated in evaluating how these processes served to produce an end product. To this end, then, an integrated project of the practical and theoretical was developed by the class using USA Today, which began publishing in September, 1982, as it compared to the Los Angeles Times and the Los Angeles Herald Examiner--two local dailies--and the New York Times and the Wall Street Journal--two nationally circulated dailies. Students studied the five newspapers during two weeks in February, 1983 with reference to the course objectives and the textbook Contemporary Newspaper Design: A Structural Approach by Mario Garcia, D.Arts of the University of South Florida and the Modern Media Institute.

In addition to Jeff Bliss, who was the chief student research coordinator, eight others participated as research writers:

-- Larry Barbarine
-- Andre Gensburger
-- Larry Hudgins
-- Fereshteh Matloob
-- Lisa Pedicini
-- Ruth Prins
-- Jill Richmond
-- Michael Zapolski

Special thanks go to USA Today for providing the papers for the class, the students for their spirited participation, and to those in the Word Processing Center for their typing.

s.a.

INTRODUCTION

When USA Today was placed in news stands in September, 1982, many in the business of journalism were wondering two things: What's different about it, and will it make it?

To answer these questions, the 1983 winter trimester journalism advanced editing class at Seaver College of Pepperdine University set out on a project to analyze Gannett's newest attraction and to compare it to four other papers available in the Los Angeles area. The newspapers either dealt with the same type of editorial content as USA Today does, were "national" newspapers, or those that present material graphically in the same manner as USA Today. Those newspapers were: The New York Times, the Wall Street Journal, the Los Angeles Herald Examiner and the Los Angeles Times.

The New York Times was used in the comparison study because it has, for quite some time, made a name for itself as the national newspaper of record. Although that saying does not appear on the nameplate, the paper has carried a certain attitude that has lent itself to being thought of as such.

The Journal was looked at because it is truly a national publication. Despite the fact that most of its editorial content is centered along the nation's East Coast (New York especially), it does contain news from all over the nation--and globe--which is also printed in a digested form for the "reader on the run."

USA Today was also compared to the Herald Examiner because in the Los Angeles area, the Herald Examiner is probably the most graphically adventurous newspaper (as far as large metropolitan-sized dailies go) in Southern California.

Finally, the Los Angeles Times was chosen to be a part of this comparison/analysis because it is in the West. It covers international, national and local news and it has been known, on occasion to employ interesting design concepts.

There are other newspapers in the Los Angeles area, but in terms of coverage, design and "tradition," these are the four that USA Today must compete with in order to function in the Los Angeles, Southern California marketplace.

Procedures

Methods used in this study; how the study was worked.

-USA Today was sent, free of charge, to the members of the journalism advanced editing class at Seaver College of Pepperdine University, Malibu, Calif. The professor (Dr. Steve Ames) received one copy per student at his place of residence and distributed them to the students daily.

-The time period involved covered a two-week period--Feb. 14-15, 1983, not including one day which was the President's holiday (USA Today did not print on that day). There were nine issues in all.

-Class members read USA Today each day for the nine days and were asked to compare it to two established Los Angeles dailies, the Times and the Herald Examiner. They were also asked to compare USA Today to two nationally circulated newspapers, the New York Times and the Wall Street Journal.

-The latter four pages were purchased, one issue of each, each day, by the project director and were available in class.

-Students initially established the criteria for judgment, covering the following areas:

--Graphics/typography, art and how it's all displayed.

--How USA Today covers national/local news with reference to importance and, the reader's need to know.

--Sections: How incorporated into the newspaper.

--Advertising: News hole relationship; target of advertising (for whom?).

--Tradition: How traditional is the newspaper?

-Also covered specifically were the editing processes of the various newspapers. These included:

--Copy Editing

--Proof Reading

--Headlines

--Photo Editing

--Caption Writing.

The front/news section, the op/ed section and the sports, money and life sections were also judged upon the criteria in Dr. Mario Garcia's Prentice-Hall text, Contemporary Newspaper Design: A Structural Approach.

The criteria included:

--Content relevancy.

--Competing with television.

--Page alignment.

--Centers of visual impact.

--Photographs, typography and packaging.

--The structural approach and its relation to page one.

--The typography of newspaper design.

--Order, continuity and graphic style.

--Graphic strategies.

--Formats for inside pages.

--Photographic impact.

--The redefinition of today's editorial pages.

--The graphics of "Sports" coverage.

--Making the women's page (the "Life" section) unisex.

--The "Money"/business pages.

This is only a partial listing as the entire list would take up too much space. Altogether, using Garcia's book as a basis for judgment, there were more than 190 points of criteria that were used.

-Finally, students were to take respective parts from USA Today, analyze and compare the five newspapers, then give an oral and written presentation on the various aspects and related criteria.

-The written, and some parts of the oral, presentations--became the body of this comparative analysis report of USA Today.

A BRIEF LOOK AT THE FOUR OTHER NEWSPAPERS

In this section, all four newspapers in the comparative/analysis (the New York Times, the Wall Street Journal, the Herald Examiner and the Los Angeles Times) are discussed.

The New York Times and the Wall Street Journal are examined more closely because they are "national" newspapers like USA Today.

The New York Times

The New York Times has undergone some drastic changes in the past couple of years. It has attempted to change with "the times" by adding of feature sections such as "Style" and "Sports Monday." But the fact remains that the N.Y. Times is graphically a very boring newspaper.

There are many stories and a lot of type crammed into this standard six-column paper. The N.Y. Times is also terribly guilty of the crime of tombstoning. There is so little white space, that reading really becomes a chore. The particular front page that was viewed, was very confusing in the sense that there was no Center of Visual Impact. There were no outstanding heads or photographs, so choosing what to read first became a major decision.

The N.Y. Times makes an honest attempt to be a national publication, but the focus stories are mainly centered around New York and its surrounding states--better known as the Tri-State area. Its only real national appeal comes from its extensive coverage of international news, but these days, most large metropolitan newspapers provide the same coverage. (The L.A. Times is a perfect example of a large newspaper with more than adequate international news coverage.)

The paper is divided into several sections, including: International, Washington Talk, General, Arts and Entertainment (including a crossword puzzle and bridge game), Style, Obituaries, Business, Sports Monday, Features/Notes, Editorials/Letters/Op-Ed.

The target area is mainly New York City, although there is a great deal written about New Jersey, Connecticut, Pennsylvania, and other states along the East Coast. There is rough coverage of national events, with a main area of concern in Washington D.C.

Advertisements make up about 40 percent of the paper, basically involving retail stores and sales in New York City.

The N.Y. Times is about as traditional as a newspaper can get, and, perhaps, much too traditional. It is very difficult to read the Times. One might rather read the New York Daily News - because it is an easy-to-read tabloid that concentrates on design. The N.Y. Times should change its format, realizing that it isn't how much news you print, but how well you display the news you print.

The Wall Street Journal

The Journal has a traditional art and layout design. It is sectioned into six columns with very little standing art, few graphics, and no photographs. The body-type is serif, as are most heads and the printed matter becomes a dull sea of gray because it isn't broken up with relieving areas of white space or art.

The paper is divided into two sections. The first deals with national and international business reports and analysis with an editorial wrap-up focusing upon congress, international affairs and how they relate to the economic outlook. The second section contains lighter business news and stock charts.

The Journal is targeted toward people with upper middle-class incomes ($25,000 and above), college educations and definite money interests. It fulfills its purpose for these people by eliminating feature stories, current news stories, and extras (horoscope, etc.) and by adhering to its format of business/economic news/analyses only.

The news it carries is important and in depth, although it is highly specialized. Not all readers can relate to every story, but the Journal

covers a variety of business interests that appeal to a broad range of businessmen.

The ad/news ratio is very high in favor of advertising. About 65 percent of the Journal is devoted to ads, while only 35 percent goes to news. Many ads are full-page or two-page spreads. The ads are "hard" ads, i.e., not food or luxury items.

The small calssified section of the Journal displays business-related announcements such as loan companies and high-priced luxury items such as foreign sports cars.

The daily circulation of the Journal is 1,925,722 (and during the period of this study held the record for most issues sold among all morning papers in the United States). It is distributed and bought, for the most part, in major urban cities.

Los Angeles Herald Examiner

The Los Angeles Herald Examiner strongly favors local and state news over national and international news. It is not unusual to see a front page of the Herald Examiner devoid of news involving the daily actions of the U.S. Government or worldwide problems. Instead of the straight "hard news" approach, the Herald Examiner might attack the story by writing a local feature. For example, when an automobile plant gave some of its employees the chance to either be laid off or work in a similar plant in Louisiana, the Herald Examiner focused in on the tragic plight of one of the plant's employees. It gave the story a more personal, feature-appeal, like in a magazine.

National and international news are usually limited to their particular sections unless, of course, the news is of great importance and

has an impact on local readers. For example, the shootings of President Ronald Reagan and Pope John II were definitely front page material.

Because the Herald Examiner opted to favor local news over national news and because of the big pictures, eminent with white space and magazine-like design, the newspaper is trying to appeal to a younger, blue-collar society, a society that might not care as much about news that does not effect them directly.

Los Angeles Times

The L.A. Times has a daily circulation of 1,052,637. A large percentage of the circulation sells in the news stands and vending machines, but in addition, the L.A. Times has an expanded home delivery service.

According to a survey by USA Today, 55 percent of L.A. Times readers have attended college and the remaining 45 percent have various levels of education. Furthermore, 33 percent of the readers have an annual income of $35,000 or above, and 58 percent of them are between the ages of 18 and 39.

Advertising occupies about 60 percent of the whole package of the L.A. Times each day. But generally speaking, the design and the graphics used for advertising in the L.A. Times does not look attractive. Also, 12 pages have been allocated to classified ads. And, unlike the six-column layout news pages, classified ads run in a 10-column layout page. The contents of the ads in the L.A. Times appeals almost to all types of people and contains a little bit of everything for everyone.

The L.A. Times, too, has changed from a traditional into a modern American newspaper. It contains better packaging, more white space, larger photographs, more organized positioning of advertising, and a new sense of graphic creativity.

HOW OTHERS ARE REACTING TO USA TODAY

When Susan Sherry wrote in the "Washington Watch" column of Scholastic Editor's Trends in Publications, "As countless daily papers are dying around the country and other media are becoming more and more esoteric, the Gannett Co.'s launching of a new daily newspaper, USA Today, is truly a step in the opposite direction," she was anticipating a wave of public interest that was concerned, in some form or another, with USA Today.

Since the first prototypes of USA Today began early 1982 publication, the newspaper has drawn both praise and criticism.

Those on the outside (other publications, especially those which do not compete directly seem to be looking at USA Today as a bold, new experiment that will add some much-needed life to the nation's news industry.

However, there are those (most specifically editors and publishers of other publications--especially those which are in direct competition) who predict that USA Today will not work.

In brief, here are a few examples of reactions that Gannett's pioneer paper is causing.

Sherry, in her article, described USA Today as a "potpourri of bits of information that somebody, somewhere, probably will be interested in." She said stories are designed to be tight and short.

Other news publications are feeling the threat of the new trends USA Today is bringing to daily news publication.

Harold Greene, host of "L.A. Best of AM" on KABC-TV, claimed that the snappier format, added use of color and news-at-a-glance design is affecting other daily papers. He believes that metropolitan papers are waking-up to the visual, as well as the informational needs of their readership. Green cited the Herald Examiner as an example, pointing out that their Feb. 4 edition had color photos on the front page.

According to Time Magazine, the Austin (Texas) American-Statesman, is now splashed with color, and the Miami (Fla.) Herald is using a new state-by-state compendium of news notes. Additionally, the Washington (D.C.) Post and Chicago (Ill.) Tribune boosted sports coverage.

USA Today has been hailed by the Washington Post's Jonathan Yardley as a "newspaper in a hurry for a nation in a hurry, a nation with a 30-second attention span."

The newspaper format is for people on the go. It has been billed by its editor as "a quick read" and according to Time magazine, the paper "seeks an audience among frequent travelers and uprooted careerists who still care about news from home. USA Today seeks as its format to publish a colorful, professionally produced, easy-to-read compendium of a previous day's events."

There is a great concentration on graphics, color photos, and general interest national news that is told in 300 words or less per article.

Comments like this one from Ralph Otwell, editor of The Chicago (Ill.) Sun-Times, are prevalent among many editors. "USA Today

redundantly adds a general, all-purpose layer to the newspaper scene. My sad prognosis: Here Today, gone tomorrow."

Critics of the national newspaper cite the fact that many of its stories are not in-depth enough to be considered true journalism. However, as John Morton of the Washington Journalism Review points out, USA Today is out to be good at what it intends to do. That is, the people working there don't want to write long, substantial articles that cover every little bit of the subject. Most of the stories are written for quick information with adequate depth.

In a recent publication of Time, USA Today was referred to as "McPaper," in a comparison to McDonald's. The short blurbs of news that embody the paper were aptly nicknamed "McNuggets." The comparison is actually quite accurate. Like fast-food, the paper is meant to be a grab-and-go object, something that satisfies when one is in a hurry.

The article in Time also stated that, "Distributors concede that in some markets, its sales have slipped as initial curiosity has died down." How much sales of USA Today can slip and remain a profitable venture for Gannett will be the true test of this newspaper.

THE FRONT/NEWS PAGES AND OP/ED PAGES

This first section examined are the front, or news pages and the opinion/editorial sections of the various papers in this study.

The part concerning the front/news pages discusses how newspapers must evolve in order to compete with the electronic media, the challenges that newspaper editors must meet today and in the future and a comparative and analysis of the five newspapers front/news pages (with particular detail given to USA Today's).

The other part deals with the newspapers' opinion/editorial pages. The impact of these newspapers' editorials, the graphic strategies that the five papers employ and the overall quality of these pages are the main areas of concentration in this chapter.

With decreasing newspaper circulations in the 1970s, many editors have dismissed the concept that the primary purpose of a newspaper is to bring the news to the public immediately. Editors have had to face the fact that they cannot hope to compete with television to reach the public first with a "breaking story."

Instead, newspapers need to utilize their opportunity to gain readership with provocative and orderly uses of photos, typography, and illustrations. After newspaper editors redefine the role of the news and admit that their medium needs to pick up where TV leaves off, many alternatives are available.

For instance, one alternative is the magazine concept which trades hard, immediate news for a featurized angle. These stories are light news stories with topics ranging from how to invest money to how to deal with a divorce.

Today's editor must be aware that societal trends and changing styles of living affect the types of news interesting to reader. While he must perceive modern trends, he must not abandon traditional views to which many readers still adhere. Hence, improvement in content and emphasis on clear writing and editing, combined with graphic innovation, are necessary to retain readership.

Editors should concentrate on not trying to beat TV, but study that medium and derive ideas from it. Since prepackaged TV news makes it

easier to absorb, newspaper editors should strive to create well-designed pages that also require little effort.

It follows that if TV news sees packaging of its top-of-the-program news primary to selling its product, then those charged to design newspapers should also give special attention to the front page and use it as the showcase for its contents. And indeed, the USA Today's editors are abundantly aware of page one and its role in telling-and-selling the news.

The USA Today front page can be compared to a mosaic in that it is visually appealing; it creates an overall attractive effect. Yet, it puts across a number of messages that don't always have any kind of relationship to one another. USA's front page presents the messages in a way that instantly conveys the point to the reader.

USA Today's front pages, more often than not, take on a vertical alignment. This also seems to be true of the four other newspapers being examined alongside USA Today for this study project. The Journal is the most vertical--every piece runs straight, not more than two columns wide--but USA Today features horizontal page movement more often than the others.

The considerations that lock USA Today into vertical page alignment are always above the fold; there are three. The first is the page's above-the-fold photo. It may be true that the color photo is always appealing to the eye and of excellent quality, but it wouldn't hurt to use horizontal photos more often.

The second is the top (or lead) story. Instead of laying it out vertically, an effort should be made to try and run the story horizontally, three columns or more, more often. Instead of trying to fit it

all upon one page, it would look better if the story were jumped to the inside and then design could dictate the most advantageous variation of the quadrant (the one where the lead story appears).

The third is the column on the left hand side, running top to almost bottom. It would look confusing to have it move horizontally, but it adds to the "vertical problem." A way to correct the vertical layout would be to run more multi-column stories.

The Herald occasionally stresses horizontal movement on its front pages--the others never do--but its use of single column artwork (too many thumbnails) is often distracting.

Like it says above the nameplate, USA Today is "The Nation's Newspaper" and the front page reflects that. Only twice in all of the issues examined were there any international news stories on the front (this doesn't include "Newsline"). Unlike the other four, USA Today rarely covers anything on the front that does not have an American date-line on it.

Photographically, USA Today establishes page dominance with its daily above-the-fold photo. This large, color photo (seemingly perfect 100 percent of the time) is what sells the paper. The smaller photos about the page do not detract, but rather they add to the page's overall attractiveness.

One of the best features that USA Today's front page possesses is "Newsline." It is a news-in-brief column and a half type width that helps the reader and provides an organized summary of events (and of inside contents). It is used, in addition, as an effective graphic tool that complements the rest of the page.

USA Today also features, on a daily basis, a box in both the right-bottom and left-bottom corners. "USA Snapshots" in the left ("A look at statistics that shape the nation") is a spot-colored chart or graph that is not only visually appealing, but always has interesting contents as well. The art in the right-bottom corner usually has a spot-colored chart or a color photo with a story or a list of statistics. Both of these elements serve to balance the page.

USA Today is typographically easy to read. The Times bold style heads and Helvetica bold labels and column heads allow for greater readability. However, not all of the heads are what a designer would call "clean."

Some of the serif Times heads are, at times, placed next to the sans-serif label and column heads. This can lead to visual confusion. That is not the only design problem that the paper faces. It is too stationary--hardly ever varies--and the narrow columns do not lend themselves to a more simple and elegant look for which the paper should strive.

The paper also keeps to the traditional design, as do the other four papers, of putting the lead story in the upper-right-hand corner.

As most designers know, to achieve a creative and harmonious page design, a strong Center of Visual Impact (CVI) in needed. USA Today's CVI generates the interest, the magnetism that commands the reader's attention at a glance.

Whereas the L.A. Times and the N.Y. Times use the top head to attract the reader, USA Today combines the above-fold color photo

(adjacent to the attractive, large, blue spot-colored nameplate) to create an eye-catching upper page CVI.

The spot-colored chart ("USA Snapshots") at the bottom-left and the colored block in the bottom-right are strategically placed so as not to detract from the CVI; they merely balance the page. They do, however, keep the reader moving about the page in a circular manner after he is finished digesting the contents of the CVI.

The seven-column format on 9.5 picas per column is excellent in the condensed Imperial typeface. As well, USA Today seldom uses an over-abundance of graphic elements--which would weaken the overall design with a lack of direction and distance.

The use of bold typefaces around the CVI, such as headlines and captions, make the area eye catching. The paper also attractively packages the photo along with a story below; it is always boxed and easily identifiable. Most notable is the package's sig: "Cover Story."

Compared to this study's other four newspapers, USA Today stands alone for of one reason: deliberate planning. On most front pages, the content dictates design. This publication is one that briefs the reader, not educates him completely. Traditional newspapers like the N.Y. Times make up a newspaper page working top to bottom. The designers there find space for every story, headline and photograph.

USA Today's front page employs organized planning--how each element will appear, where it will be located and what effect it will have on the overall appearance of the page, everything is considered. The CVI and other packages establish design constants that ensure readability,

attractiveness, order and continuity. Their constant use is a positive element.

Continuity and sequence in the organization of USA Today are two quick ways the editors assist the reader in flipping to a specific section. Indexes are be graphically displayed to guide the reader as well as brief, summarized news columns. These short columns with informal, short headlines help make USA Today an efficient newspaper. These and many other graphic ideas are borrowed from the magazine media and applied to USA Today.

As well, USA Today packages the news is a highly effective manner. First, each section of USA Today is labled in a bold standing signal. These standing signals are arranged in a rigid 12-8-12-8 format of "News," "Sports," "Money," and "Life." The reader can easily get to the section that interests him.

In a format which contains brief, tight stories, where the news is given quick and hard, the reader receives his information much like television: Fast and brief. On the left side of the front section is always a very concise news brief.

The news section is entitled "World." This is one page of light news stories. Next is the "Nation" section with a mixture of small news items (one long paragraph) ranging from social security to a release about the healthiness of a beer diet.

The newspaper then progresses to "Area." This deals with local news and is handled better than the front page because it at least includes more timely topics. Next is the "Money" section. It gives some

information on national business mergers and a small feature on a new Los Angeles business venture.

The packaging of the Herald, also offers the sections just mentioned: "World," "Nation," and "Money." But even though this does give the reader a direction for his quick reading convenience, once the reader finds these pages, he is lost because the stories are not laid out according to importance or timeliness.

Rather, the Herald's pages are pasted up at a seeming random. The continuity and sequence of the paper is the same daily, but the headlines change. The Herald does not give a concise guide to its inside pages.

The L.A. Times has recognized the changing role of the newspaper and has reacted in a very appropriate way. The L.A. Times has a section devoted to feature articles called the "Metro" section, as well as a life section and a weekly tabloid dealing with home-related topics. There is the News section, the Sports section, the View section, the Metro section, and the Calender section.

The N.Y. Times is organized in definite sequence and sections which are indicated by obvious standing folio heads. Hence, the editors have followed the television way of packaging their product for reader convenience.

Throughout the L.A. and N.Y. Times, graphics (mostly illustrations) are used, although not as many as in USA Today. And both Times use more white space than traditional newspapers, but not as much as the Herald or USA Today. The headlines are for the most part, serif, with the lead

story in bold print and as a planned graphic element. The Los Angeles Times has a highly organized package for its content.

The Herald has made a definite change in its attitude toward the role of the newspaper by changing both content and graphic design. As a whole, the Herald puts most of its creative page design on the front cover of each section.

The inside and run-on pages of the Herald are dull vertical columns broken up with small heads and slapped on photographs. Instead of attempting to publish breaking stories, it has gone in the extreme opposite direction by almost abandoning them altogether and using little current immediate news.

The Herald capitalizes on the magazine concept by using many light news stories and many feature articles. For example, page one of the Feb. 14 edition had a main story about a woman who was rescued from a Hari-Krishna cult. The second page concerned itself with the story of a stockbroker who appeared in Playboy who was forced to resign from her job with E. F. Hutton. Page three contained three local feature stories (news) and two personal columns, all very light news.

USA Today has a content that is very contemporary and relevant and that balances its news between a general and a specialized information carrier. It carries a potpourri of informative bits to interest a diverse range of readers. The editors of USA Today know that they can't compete with national TV in terms of speed in delivering the news, and they combat this by carrying many feature stories, short, informal news briefs, and by carrying obscure information that television does not cover.

The "Nation's" newspaper focuses on the magazine style of light news as well as printing timely news in a more in-depth feature method; for example, USA Today chose to carry a story covering the death of Princess Grace instead of the latest breaking news in the Middle Eastern war.

Design for USA Today calls for modern graphics as well as relevant content. (It uses more color on its pages than any other newspaper used for this study.) The quantity and quality of its many illustrations are incomparable; for example, the weather is brilliantly given in a colored illustration in every issue. Several in the group conducting this study said that this is the best page of the paper.

Graphs are heavily used to give quick summations of events in the business world, and of course an illustration accompanies the editorials. Other modern use of graphics in USA Today include use of white space, an overall horizontal appearance, and sans serif headlines. Also, a large number of color photographs are used in a well-designed layout.

When examining editorial pages concentration should be placed on five key areas:

--Is the content interchangeable and flexible?

--Does the editorial page have a pleasant environment?

--Are photos used on the page and do they provide an impact?

--Are illustrations used effectively?

--Is the Op/Ed page used to its full potential?

USA Today uses a modular-block format in its design. Editorials are boxed on the far left of the page and the USA Today editors have a

specific editorial issue which also is the topic discussed by guest and in-house columnists.

All columns in the editorial section have the same size body copy. Headlines use serif and sans serif styles to provide a comfortable mixture with abundant white space.

Spread horizontally on the bottom of the page is a regular feature called "Voices Across the USA." Incorporating seven headshots and accompanying responses to an editorially related question, this feature anchors the bottom of the editorial page.

The Op/Ed page centers on an inquiry article about a relevant topic. This story is usually written in an interview format with the various questions printed in boldface type.

Photos, blurbs and cartoons are used to their fullest extent in USA Today to provide contrast and break up extensive body copy. Ironically, color does not appear on the double-page spread, suggesting a degree of traditionalism among the USA Today editors.

The word "formality" is especially evident on the L.A. Times' editorial page. Though the double-page spread is simple and lacks confusion due to its modular-block concept, the general design lacks graphic appeal and appears too gray for most casual readers.

However, in terms of content, the quality of writing in the L.A. Times is superb and virtually unmatched. Artwork and cartoons are not used extensively, and when they are part of the page design, they tend to be too small in size. Headlines are simply worded, bold and serif.

Actual editorials are found on the extreme left, and are printed in larger body type than the remaining portion of the page.

Opinions from readers are located adjacent to the editorials under the column head "Letters to the Times." Columns on varied and pertinent issues are found on the Op/Ed page. The strategy of packaging is used to link copy with artwork.

While the L.A. Times fits the traditional mode of newspapers, the Herald could be classified as a progressive publication with an emphasis on sensationalism.

The Herald uses a potpourri of bold headlines and short, choppy stories with news briefs to create a graphic mess. The editorial section certainly fits the paper's magazine-like look, yet it remains stable in its content and design--a rarity for the Herald.

Capitalizing on an appealing design structure which features type face combinations, sans serif headlines and large artwork, the Herald's editorial section is the anchor which holds the entire paper together. Editorials, when they appear, are in large body type and found on the extreme left of the page.

Readers' opinions are located under the column head "Letters to the Editor." Individual letters are printed in bold, sans serif body type and accompanied by a concise headline. Cartoons are usually used to create a center of visual impact.

Large artwork is used to its fullest potential to create a sense of drama. The Op/Ed page concentrates on packaged columns and italicized blurbs which serve as an eye-catching design strategy.

At the national level, the N.Y. Times is a well-respected newspaper that relies on traditional layout features. The editorial pages of the

N.Y. Times tend to be structured vertically with an emphasis on content. Headlines are serif and the use of artwork is minimal.

Thick rules and border type are part of the page design, but this tends to create a congested look on a double-page spread that usually lacks a dominant center of visual impact.

Editorials appear on the extreme left, appear in large body type and are spaced effectively by a healthy cushion of white space. Columns discuss national and international topics. Letters to the N.Y. Times demonstrate that the politicians and the well-educated segments of the American population are part of the general readership.

The Journal's editorials appear in large body type, have serif headlines and are separated by white space and a distinct column rule. Many of the columns appearing on the double-page spread are business-oriented, but other content is provided such as an occasional book review.

For design purposes, some headlines are italicized. Using a combination of traditional and modular-block layout, some outstanding Journal design techniques include the use of blurbs and pull-outs. Opinions of Journal readers are found under the column head "Letters to Editor." This area is visually gray due to a lack of artwork or photography. A large ad tends to dominate the Op/Ed page because all of the headlines are close to being the same point size.

The consensus among those taking part in the report was that the front page of USA Today is too crowded and that there is an urgent need to simplify this page. Many thought that there were too many elements and that they tended to confuse the reader.

As one student said, quoting Thoreau, "Simplify, simplify, simplify..."

However, all agreed that the front/news pages are a technical marvel--well-produced and eye-catching. Especially noteworthy, in this area, is USA Today's ability to produce copies, seemingly perfect every time even though the newspaper runs color. There is never any running, color seems to always fit and stay on register, where it was placed.

Concerning the editorial content, most believed that USA Today could go into depth, occasionally, a bit more. Although the newspaper is geared to the reader on the go, it may be nice to have something, every now and then, that takes more than one minute to read.

There were also a number of opinions offered concerning the type of information that is included in these pages.

"It's all trivia," one student said. "There's hardly any legitimate information in there. The graphs, the small stories--all trivia, four sections of 'Life'."

The opinion/editorial pages fared somewhat better than the news/front pages, though. Many said they felt that next to USA Today's sports section, its opinion/editorial section was its strongest.

The op/ed section is a cohesive one and, although it is the most traditional looking part of the newspaper, it is sometimes the easiest to read because of the pleasant environment created by the simple graphic strategies used.

The single topic which is the editorial issue discussed by guest and in-house columnists is an important factor in the cohesiveness of this section.

Many of those who took part in the study believe that USA Today could use its op/ed pages as a viable selling point. That is, if more well-known columnists were used, then USA Today could boast these as significant pages just as it does the sections devoted to "Sports" or "Money;" that doesn't mean to make it a whole section unto itself, but just strengthen it a little.

THE SPORTS PAGES

This section takes an extensive look at USA Today's, and the other's, sports sections. Topics of discussion include the need for broad-based sports coverage, the types of graphic strategies that are employed and the way in which the papers present the sports news.

Although the The Sporting News is not an official part of this study, it is mentioned due to the fact that it too, covers sports on a level similar to that of USA Today's.

Because of the great interest in sports in this country, the creators of USA Today thought it wise to put a lot of effort into the sports section of their newspaper. It is the third part of USA Today as the paper is opened. Many dailies have the sports section as the third part of their paper. The emphasis on sports is clearly seen when one views the 12 pages of packed sports information and articles.

The array of sports coverage in USA Today reminds the cable television viewer of the Entertainment and Sports Programming Network (ESPN) which covers all kinds of sports, including rodeo and kick boxing. If USA Today's sports coverage continues to be as diversified as ESPN-TV's, it could become just as successful.

Comparative Analysis

USA Today's broad-based sports section covers sports as well or better than The Sporting News which provides the reader with minor league baseball statistics, articles on the recruiting of high school athletes and on more obscure items, stars and in-depth articles that the sports junkie loves to read.

USA Today offers the reader things like an article on the Tulane University basketball team. Now, for the big basketball fan, that story will increase his knowledge of his favorite sport. Things such as that can only help USA Today.

When one compares the new publication with other newspapers, the first thing that comes to mind is color. Sports, with its stylish uniforms and colorful crowds, is the perfect part of the newspaper in which to incorporate color. USA Today has lots of it, both in its photographs and in its graphics.

Good color photos may be hard to come by, but the use of color works well for USA Today because it brightens up the charts that are used and adds flavor to the photos. The sports sections of the L.A. Times and the N.Y. Times do not use color.

USA Today's packaging of a certain section to preview upcoming games and television events creates an interesting page. The sports fan who likes to analyze the games he watches enjoys the pre-event information that is given.

Key individual matchups are given and the section tells the reader if the game will be shown in his area. Graphically, the packaging is well organized with the use of borders to box in the information, and it is attractive because of color and photos.

The L.A. Times also packages the same preview information very well. Although it does not use color, the newspaper uses gray screens and a good arrangement of print and white space to make the boxed section attractive. The same can be said for the sports charts in the L.A. Times. USA Today's charts and other graphics are just as attractive (if not more so), and they also provide interesting content.

The N.Y. Times does not package previews, but it combines copy and photos very well without becoming overburdened with them. All Sports, produced by the Pasadena Star-News, loses something by not having the event previews and by not having charts and other graphics to break up copy. Although its photos catch the eye, All Sports has a bit too much gray space.

The newspapers used for comparison in this report all give a good amount of statistics and standings, except for the N.Y. Times, which prints less statistical data probably because it does not have its own fold-out sports section. Its sports section is also switched around from day to day to different parts of the newspaper, and not many pages are devoted to it compared to the other newspaper in this study that have sports sections.

USA Today provides the most information out of all the sports sections mentioned in this report. In addition, USA Today has more interesting items and story details than All Sports. Although USA Today initially reaches its sports readers with bright graphics, the new publication keeps its readership with excellent content. The content satisfies even the sports junkie.

Comparative Analysis

Sports are an institution in America and for many newspapers, sports are their bread and butter. USA Today has realized that full-coverage of sports is essential if the publication is going to make a name for itself nationally.

Bright, attractive colors, interesting graphics and departmentalized sections all help to make this section the paper's most outstanding.

The use of photo cut outs, symbols and graphs has been a long time coming and it was a smart move on the part of the designers of USA Today to recognize that fact and employ these strategies in this section--a section that needs to be eye-catching and interesting to the reader--and use them so well.

Although there is ample coverage of the lesser sports (volleyball, swimming, wrestling, etc.) and there is some coverage of women's athletics (more so than any of the other four newspapers combined), there should be more. The female students taking part in this study did not believe that the sports pages gave enough coverage to women's athletics, nor did they find them particularly more appealing than any of the other newspapers examined here.

As mentioned before, newspapers are facing the dilemma of having to compete with television and that television usually wins out. Well, score one for the print media because of USA Today's extensive presentation of statistics and previews. (One student participating in this study who also writes for The Graphic, the campus weekly newspaper, commented, "I get some of my best pre-game info from USA Today. It's a great source to go to for sports figures and facts.")

THE LIFE AND MONEY PAGES

The first section examined here is the "Life" section. In it are pages and articles devoted to entertainment, travel, leisure-time activities and other newsworthy happenings that do not belong as a feature story, or such, in some other section.

A short history of the "women's pages," a look at the inside pages of the "Life" section and the graphic strategies that are used are all discussed.

The day the traditional "women's pages" went unisex was probably in the same week that someone discovered real men do eat quiche and real women like watching football.

Newspapers were among the most traditional and conservative facets of American society, and for years editors held on to the belief that women preferred "soft news," while only men read the hard stuff.

However, when society started challenging its traditional values, so did the newspapers. The result was the introduction of a paper for everyone, with sections that appeal to personality rather than sex.

The renaming of the "women's section" was probably a very hard task for newspaper designers. Creating a "not for women only" title for a section that involved such traditionally female topics as food, gardening, fashion and entertainment brought forth some really creative ideas from papers around the country.

USA Today comes about as close to having a perfect unisex section as a paper can get. Its attraction comes from the fact that each page of the section is of equal importance. There is nothing particularly

flashy about it, but much of the content is packaged to create organization, which becomes the design strategy.

The front page is standard, with a bright logo and two-column information brief titled "Lifeline" on the left side. Each issue makes use of a large photo or design, along with a cover story as its CVI.

The inside pages are neat and easy-to-read, with a bold head introducing each topic. These topics include people, shows, books, television, travel and leisure.

There is very little, if any, color in the "Life" section, but the packaging job is so good that color isn't necessary. The individual topics are boxed-off with the use of tape, making each topic easy to read and identify.

The real attraction of the section is its neatness. The type is clear and clean, and the articles are short and readable. There are photos of various "people to watch" scattered throughout the section; none of them are anything to get excited about, but their sole purpose is visual relief.

There are no photo essays or other similar design features, but participants in the study didn't give inclusion of these a high priority. The inside pages are all equal in importance, saving the paper from the fate of the N.Y. Times which is graphically unstimulating except for its inside section cover pages.

The advent of the unisex section has created many new design possibilities for today's newspapers. Most papers have used the section to their advantage, but some need to really get out of the conservative closet and lock the door behind them.

The N.Y. Times came out of the conservative closet only recently, so anything done in its "Home" section seems risque to the editors. The front page of the "Home" section is impressive.

A large photograph usually takes up much of the area above the fold, and its impact is very effective.

The purpose of the photo is to introduce the feature story of the day. This feature story is on one of the inside pages, and is accompanied by a page of photographs. The result is a spectacular feature page. So far so good, right? The problem arises because the rest of the inside pages are graphically dull.

Overall, the N.Y. Times has really tried and is half-way to success. But apparently every time the editors attempt to experiment with a new design technique, someone gets scared and the inside pages become conservative again.

The editors of the N.Y. Times have taken an initial step with their one page of creativity, but what they need to do is take little bits of that page and give it to the other inside pages.

Every page does not have to be a major design effort, but should have something that draws the reader's eyes down to the page.

Being of the same school as the N.Y. Times, the L.A. Times' "View" section offers a surprise. Instead of page after page of gray copy, the reader finds himself staring at page after page of half-page ads.

The front page of the section is made up of four stories--none of which may compel the reader to read, and all of which combine to form a confusing and ineffective introduction to the section.

The inside pages are difficult to follow, mainly because the advertisements are so visually overbearing. The section might have a three-page "spread" on fashion, and the reader may have a hard time distinguishing the dress designs from the dress ads. Putting ads on those pages is unnecessary, and shows a complete lack of artistic taste. The L.A. Times "View" section needs help--a lot of it.

The Friday edition of the Herald offers its readers a neat, easy-to-read and really refreshing change in its unisex pages. This day of the section is called "Weekend Style," and the whole thing is done in the form of a tabloid insert.

The fact that the section reads magazine style is a major attraction to the "soft news" reader. The tabloid design works very well, the four-column format makes each page clean and easy-to-read, and the random use of photographs and breakers makes each page special.

The consensus of those taking part in the study was that USA Today has perfected the Women's--make that Unisex--pages with its "Life" section.

Though the section lacks much of the flashiness that the other sections have, the packaging of the content into an organized manner that is very appealing and easy to read, is a definite plus for the newspaper.

However, because many people turn to the pages of their "Life" sections in their respective, local papers for entertainment listings, USA Today suffers in this area, somewhat.

John Craig, editor of the Pittsburgh (Pa.) Post Gazette, affirmed this when he said, "Its impact in Pittsburgh won't be much. We can

offer classified ads, local movie and TV information, things that a national newspaper can't."

Aside from that, USA Today's "Life" section is a fine collection of entertainment and soft news that does have an important place in the reader's daily reading diet.

The second section, "Money," is a brief comparison of the four newspapers and USA Today and a short look at how USA Today measures up to the granddaddy of the business pages, the Journal.

When Burl Osborne, the executive editor of the Dallas (Tex.) Morning News, was asked if USA Today would survive, he took particular interest in that publication's "Money" section.

"Their 'Money' section isn't going to take any readers away from the Journal," Osbourne said. And that's about all he needed to say, too.

The Journal is this nation's leading business newspaper and morning paper, No. 1 in total circulation.

The N.Y. Times and the L.A. Times, like USA Today, also have separate business sections. The Herald Examiner's business section is a part of another section and is the smallest and weakest of the four (not including the Journal) others.

The N.Y. Times, the L.A. Times and USA Today's "Business/Money" sections all fair equally well. The two large metropolitans contain extensive in-depth articles, as well as lighter feature articles. Like the rest of its paper, the stories in USA Today's money section are predigested and short briefs, at the most.

However, though USA Today comes up short on editorial content, it does exceed the others with its use of easy-to-read and eye-catching graphics. This is the one area where USA Today beats the others (even the Journal).

Recently, the L.A. Times has been experimenting with some new design strategies on its business pages, but it is still only beginning to realize how important graphics can be (especially to relieve the tedium) in these types of sections.

The "Money" section of the Herald Examiner is a two-page compact account of as much trading and stock listings as can possibly be squeezed into a page in as small a type face as possible.

The first page is an alphabetical listing of all the major stocks, their opening and closing prices and whether that was an increase or a decrease.

The second page details gold prices in the major gold exchanges around the world, commodities, metals and cash prices, each in a column, headed by a bold-face head. It does not include option markets detailing past months of various stocks, nor an investment market, both offered by the L.A. Times and the N.Y. Times.

One particularly disturbing aspect of USA Today's "Money" section is its lack of color. Compared to the rest of the newspaper, it's dull.

Sure, blue spot-color is used in every issue, but after awhile it tends to blend in with the blacks, grays and whites; it's not that much of an attention-getter and to continue the use of only blue as a color seems to be a waste of money and ink.

It is understandable that those who would need to take a quick glance at a chart needn't be confused by a myriad of colors, but why not use some in an illustration, or in another appropriate place, sometimes?

To use an excuse that it would bother readers to see color in the "Money" section doesn't make sense. Afterall, color is one of USA Today's main selling-points.

Probably the most lacklustre of all USA Today's sections, "Money" doesn't measure up to the oldtimer, the Journal, and it isn't enough to pull a reader away from either the N.Y. Times or the L.A. Times.

It may be on par with them, but it certainly does not exceed them. And it is, after all, very hard to ask someone to give up an old habit for a new one (which is what USA Today is trying to do).

If USA Today is going to be the least bit successful in luring readers away, the paper will either have to compromise and go into more depth when it comes to reporting the financial news, or it will have to employ a greater variety of graphic strategies, including the use of color (other than just blue) on its "Money" pages.

SUMMARY

This project set out to look at two questions:

--What's different about USA Today?

--Will USA Today make it?

The answer(s) to the first question were found in a comparative analysis of USA Today, the Wall Street Journal, the New York Times, the Los Angeles Times and the Los Angeles Herald Examiner.

Comparative Analysis

Using criteria established by the class and Dr. Mario Garcia in his Prentice-Hall publication, Contemporary Newspaper Design: A Structural Approach, the project judged/evaluated the five newspapers, with careful attention and extra detail given to USA Today since it was the main focus of the project.

The project also included a brief look at the four comparison newspapers with particular attention given to the N.Y. Times and the Journal because they are nationally circulated newspapers.

In addition, the study included a short glimpse of how others are reacting to the idea(s) of USA Today. In this section, the study recorded not only the vocal reactions of some of the news industry's chieftains, but the reaction--better yet, the challenge that other papers are facing: the need to offer the reader something more.

In a number of instances, competitors in various USA Today distribution/market areas have been forced to wake-up to the visual needs, as well as the informational needs of readers.

The next area covered concerned the four sections of USA Today and compared them to those of its competitors (e.g., "News," "Sports," "Money" and "Life").

In this report, "Life" and "Money" were combined so there are only three sections, with "News" and "Sports" being the other two. More than 190 points of criteria were used to evaluate these sections, not only for current presentation value but for potential as well.

CONCLUSION AND RECOMMENDATIONS

This study produced 14 major conclusions and recommendations for USA Today's editors, concerning the three areas of this study: "News-Front Pages" and the Op/Ed section, the "Sports" section; and the "Money/Life" pages.

The "News/Front" Pages

-The front page is too crowded. There is an urgent need to simplify. As it stands now, the page is eye-catching, but after the first glance it's a hard page to read. It's too busy; far too many separate elements.

-The technical aspect--the reproduction aspect--is outstanding. The spot and separated color prints are seemingly perfect, every time.

-Editorial content: Sure, USA Today was built and it is designed around the premise that it is for those in a hurry who need information in a hurry, but it lacks any kind of depth that is associated with print journalism. A number of readers would surely appreciate at least one "longer" story per issue. After all, people do have coffee breaks, lunches, etc.

-The type of information offered: If information is to be as something that is important enough to belong on page one, then it should be more than just "trivia." Many people often get their only news from the front page and to take up space with sometimes "useless" information (obscure items and the such) is a waste.

-The opinion/editorial pages are among USA Today's strongest. Although the pages are displayed in an almost traditional style, they are the easiest to read because of the pleasant environment that is created by the simple graphic strategies employed.

-The cohesiveness of the Op/Ed section (an obvious plus) is partially the result of having a specific topic which is the editorial issue deliberated upon by in-house and guest columnists. This section devotion to a particular topic was obviously the most sensible approach to an Op/Ed section for a national newspaper and it is carried off quite well.

-USA Today should use its superb Op/Ed section as a very real and viable selling point (after all, the Christian Science Monitor does a good business at it). The project does not suggest that a whole section be created, just more emphasis placed upon it by the publisher.

The "Sports" Pages

-The use of bright, attractive colors in this section is a definite plus. Interesting graphics and departmentalized sections add to the positive effects that this section has on the reader.

-Although there is coverage of the lesser sports, as well as some coverage of women's athletics, there should be more. As sports become more accessible and attractive to women, then so does the sports sections of the newspapers. USA Today could be the pioneer in this field if it chooses to do so and if it does, it

will no doubt gather a loyal following of new sports journalism enthusiasts: women, a market place that's hardly been cracked.

-USA Today's extensive presentation of previews and statistics makes it a worthwhile investment for the die-hard sports junkie, or even another reporter. The information is easy to read and important enough to remember.

The "Life" and "Money" Pages

-The "Life" section of USA Today is as close to perfection in the decade-old struggle to make what was once the "Women's pages" a section (Unisex) that appeals to readers of both sexes.

-Though this section lacks the flashiness of one like "Sports," the content is organized in a manner that is very appealing and easy to read.

-Because it is a national newspaper, it obviously cannot offer entertainment listings (like the three metropolitan-based newspapers do). These listings are an important selling point of any newspaper's entertainment section.

-The "Money" section of USA Today is the one that needs the most improvement. The Journal is by far the nation's most important and widest-read "economic reporter." USA Today, or any of the other newspapers is this study, will more than likely never be able to dominate the area of financial journalism. What USA Today must do, though, is to try and grab the readers who are loyal to the other three publications (N.Y. Times, L.A. Times and Herald-Examiner). At present, USA Today may be on par with its extensive use of graphics and charts, but it is going to

have to beat these newspapers in their own markets to be respected. More depth in its reporting of the world's economic news would certainly help, as would the employment of a greater variety of graphic strategies, including the use of color (a color other than just blue spot-color).

To answer the question, "Will it make it?," the study indicates the just stated 14 conclusions and recommendations that the study participants believe are vital to the longevity of the publication.

However, as the evidence stands now, the collective consensus is that USA Today may go the way of The National Observer and other such papers--defunct--if it doesn't try some approach other than "news in a hurry for a nation in a hurry."

It's true that we live in a world where information is doubling at an incredible rate, but it is important that the news be presented in a thorough manner. This is something that USA Today will have to improve upon to stay afloat.

IMPLICATIONS

The significance of this study will be found in the value to this class, its professor and those at USA Today who are concerned with the observations.

First, the students' knowledge of production, design and editing has been expanded far beyond the routine bits of knowledge that are passed on in a "normal" classroom.

Second, this research has provided a better understanding of the rigors of academic research and the comparative analysis process for the students.

The value to the editors of USA Today will be determined as they use this study to help themselves better understand not only the competition that USA Today faces in Southern California, but also the outsider's viewpoint of their product.

APPENDICES

A. Correspondence

B. Reference Materials

Pepperdine University

November 24, 1982

Mr. John J. Curley, Editor
USA Today
P.O. Box 500
Washington, D.C. 20044

Dear Mr. Curley,

Publication of USA Today indeed has sparked an interest for me for a Winter 1983 Advanced Editing class project.

The class, which meets from January 7 to April 9, will include as many different learning experiences as possible in editing, including copy reading, headline writing, photo editing, phototypesetting and page design and makeup.

As part of the course, I would be delighted to direct the students as they study USA Today in the various mechanical aspects including copy and design. From the effort, a full written report could be completed and sent to you. The only cost to your publication would be sending the newspapers; I would suggest they be sent for about two weeks--the second and third week of February would probably be about the best time period. Expected enrollment should be between 10 and 12 students.

I have discussed the possibility of the critique project with several who intend to take the class and they are enthusiastic about the opportunity. The majority of the students are on the staff of The Graphic, our campus weekly newspaper. Enclosed are several copies of the paper which was given the Pacemaker Award for 1981 and 1982 by the American Newspaper Publishers Association and the Associated Collegiate Press and the first place General Excellence award for 1981 by the California Newspaper Publishers Association.

Although not a requirement for our university students to do the project, you or another member of your newspaper staff would be a welcome guest anytime during the Winter Trimester. The class will meet on Tuesday and Friday, 1-3 pm.

I look forward to hearing from you. The person I visited with on the phone (November 23) said you planned an early December trip to the West Coast; please do not hesitate to contact me during that visit.

Sincerely,

Steve Ames, Ed.D
Associate Professor of Journalism
and Director of Student Publications

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THE NATION'S NEWSPAPER

USA TODAY

VIA SATELLITE

JOHN J. CURLEY

3 December 1982

Dr. Steve Ames
Associate Professor of Journalism
and Director of Student Publications
Pepperdine University
25225 Pacific Coast Highway
Malibu, California 90265

Dear Dr. Ames:

We will be pleased to send you copies of USA TODAY for the period you suggest. We will do the second and third weeks of February unless you tell us otherwise. We will send a dozen copies daily for each week.

Sounds like an interesting project.

Sincerely,

John J Curley

John J. Curley
Editor

JJC/nkw

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